



Trust Board Meeting in Public				25 September 2012	
Title	Yorkshire Ambulance Service Draft Stakeholder Communications and Engagement Strategy 2012-15			Paper Ref	7.3
PURPOSE (X)		Information		Strategic Objective	Business Plan Objective
Approval	x	Decision			
Assurance	x	Discussion	x	All	All
Purpose of the paper	The purpose of this paper is to seek the Trust Board's approval of the draft Stakeholder Communications and Engagement Strategy 2012-2015.				
Recommendation	That the Trust Board approves the draft Stakeholder Communications and Engagement Strategy 2012-15.				
Author	Anne Allen	Accountable Director:		Anne Allen, Director of Corporate Affairs & Trust Secretary	
RISK ASSESSMENT				Yes	No
Changes to the Corporate Risk Register and/or Board Assurance Framework					No
Resource Implications					No
Legal implications				Yes	
ASSURANCE/COMPLIANCE					
CQC Registration Outcome(s)	Auditors' Local Evaluation		NHSLA Risk Management Standards for Ambulance Trusts		
All	N/A		N/A		

Yorkshire Ambulance Service (YAS)

Draft Stakeholder Communications and Engagement Strategy 2012-15

1. PURPOSE/AIM

The purpose of this paper is to seek the Trust Board's approval of the draft Stakeholder Communications and Engagement Strategy 2012-15.

2. BACKGROUND/CONTEXT

Yorkshire Ambulance Service has a five-year business plan to develop the quality and financial performance of its business (Integrated Business Plan: 2012-17) including delivery of the Trust's strategic goals of:

1. Continuously Improving Patient Care
2. High Performing
3. Always Learning
4. Value for Money and Provider of Choice.

This three-year strategy is designed to assist the Trust in achieving these goals by helping it to systematically identify its external and internal stakeholders, and improve communications and engagement with key individuals and groups. The strategy is submitted for approval.

The document is a substantial revision of its forerunner (Corporate Communications Strategy 2009-11) and outlines the plan to ensure a more integrated approach for stakeholder engagement across the organisation. As progress is made over the next twelve months, a revised plan will be created for the remaining two years.

3. RISK ASSESSMENT

It is noted that it is vital for YAS to demonstrate that it is prepared to become a Foundation Trust and operate in accordance with its Constitution, the Monitor Code of Governance and any relevant statutory requirements, including the 2006 Act and the Monitor Code of Governance.

4. RECOMMENDATIONS

That the Trust Board approves the draft Stakeholder Communications and Engagement Strategy: 2012-15.

5. APPENDICES/BACKGROUND INFORMATION

- Yorkshire Ambulance Service NHS Trust Draft Stakeholder Communications and Engagement Strategy 2012-15
- Health and Social Care Act , 2012
- Equity and Excellence, Liberating the NHS, 2010
- Equality Act , 2010
- Care Quality Commission Standards.